Innovation Showcase Guidelines and Rules

What goes into “The Pitch?”

The student or student teams must develop and deliver an effective, professional business pitch for an innovative and marketable business concept that is both technically and economically feasible and profitable. The business pitch will be a 7-minute creative, compelling, and concise summary of a proposed product or service. A PowerPoint presentation, product/service demonstration, and other relevant presentation materials are highly encouraged.

What do I need to do to get ready?

During the preliminary round, teams are expected to submit an executive business plan summary. This 3-5 page packet will include the following information:

- Business idea and model
- Market opportunity
- Management and operations
- Implementation plans and assumptions
- Financial requirements and projections
- Investment Proposal

The CSU School of Business will provide consulting and education to help you develop your plan and prepare for your pitch through a series of student touch points and webinars.

How will “The Pitch” be judged?

All qualifying entries will be presented to a panel of judges in a preliminary round. The top 4 candidates will be invited to pitch their business concept during the 2016 CSU CoB Economic Inclusion event on April 27, 2016.

- Innovation- Is this a new idea with potential for impact?
- Clarity- Is the presentation concise, to the point, and organized
- Comprehensiveness- Does the presenter cover all the bases; demonstrating knowledge of the market and how the business will operate?
- Feasibility- Is this proposed venture realistic to implement?
- Professionalism & “wow” factor- Was the delivery polished and did it knock the judges’ socks off?
- Bonus Points- Create an online presence for your venture and build some social media “buzz”